

## Community Talent Survey

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### Key Messages:

- Many people in the community are facing or are in career transitions
- Partner organizations want to find out what types of resources and assistance people are looking for
- We need to identify the best ways to communicate with people

### Survey Mechanics:

- County will put into Survey Monkey
- Partner organizations will be asked to link to survey (hopefully by March 2)

### Out reach (as soon as the survey is ready)

- Marti (M3) working with Elizabeth will prepare a news release, sample e-mail and specifics
- Work with AA News to develop article
- Use Jesse Bernstein's connection at WAAM
- Contact Michigan Radio (WUOM and WEMU)
- Ask IT Zone, Chambers to send out e-mail about the survey to their lists and in their news letters.
- Ask UM, EMU and WCC to send out to their lists.
- Ask UAW to send to their list
- Ask MichBio to send to their list
- Ask to send to Pfizer internal e-mail
- Ask Michigan Works to send to their list

Many people in the Ann Arbor region are exploring their options. Closings and downsizings at Pfizer, Ford, Visteon, ACH and other companies have many Washtenaw county residents looking at their choices for the future.

Some people are looking for their next job and want to stay in the area. For others, this might be the right time to start a company; and for others still it is a time to launch a career in a new field.

Our region has great talent and great resources, but to make them work effectively it is essential that we find out from you:

- What options are you exploring?
- What types of resources are you looking for?
- What resources and services are you already aware of? and
- What is the best way to communicate with you?

A partnership of community organizations are working together to assist community residents as they explore their options, access resources and find new careers. Finding out the answers to these questions is an important step in making sure that the right resources are available and that you know about them.

The following survey is designed to help us to understand more fully how we can help you during this time of transition. We ask you to complete the survey. We also ask you to pass on information about the survey to your friends and colleagues.

Your responses to this survey are anonymous. No individual responses will be shared or made available. We don't want to know your name or where you live.

If you have any questions please contact Amy Cell at [amy@annarborspark.org](mailto:amy@annarborspark.org)

Sincerely,

Ann Arbor Area Chamber of Commerce  
Ann Arbor SPARK  
Eastern Michigan University  
MichBio  
University of Michigan  
Washtenaw Community College  
Washtenaw County Michigan Works!-etcs  
Ypsilanti Area Chamber of Commerce

## Finding a Job

For many people, their priority is finding a job. We would like you to let us know whether this is your priority and what resources you are looking for to help with your job search.

1. Are you interested in finding a new job?
  - a. Yes
  - b. No (if no skip to next section)
2. If yes, why are you looking for a new job?
  - a. Time for a Change
  - b. Company is closing
  - c. Facility/Plant Closing
  - d. Lay-off/workforce reduction
  - e. Other
3. Are you looking for a job in the Ann Arbor/Washtenaw County Region or are you thinking of relocating?  
I am looking for a job ...
  - a. In Ann Arbor/Washtenaw County
  - b. SE Michigan Region (Oakland, Wayne, Livingston etc.)
  - c. Out of State
  - d. Anywhere
4. What are the most critical factors for you to remain in the area?
  - a. My spouse/partner has a job here
  - b. A job that supports my family
  - c. Family obligations and community ties
  - d. All of the above
  - e. Other: \_\_\_\_\_
5. Are you looking for a job in a specific industry?
  - a. No
  - b. Yes
    - i. Biotech/life sciences
    - ii. Health Care
    - iii. Higher Education
    - iv. Information technology
    - v. Manufacturing
    - vi. Other \_\_\_\_\_
6. What type of position are you seeking? Please note that you can select more than one. If so, rank your selection.
  - a. Administrative Assistant

- b. Education/Instructional
- c. Executive – C-level
- d. Financial – Accounting
- e. Food Services
- f. Laboratory Technician
- g. Management
- h. Production worker
- i. Sales/Marketing
- j. Skilled Trades
- k. Scientific Manager
- l. Other \_\_\_\_\_

7. What resources and information would help you in your career search?
- a. Are you interested in on-line networking such as LinkedIn or InCircle?
    - i. Yes
    - ii. No
    - iii. I don't know what it is?
  - b. Would you be interested in networking -- meeting with -- other people who are also looking for jobs in your field?
    - i. If Yes, what time works best
      - 1. Morning
      - 2. Afternoon
      - 3. Evening
      - 4. Weekend
    - ii. No
    - iii. I'm not sure.
  - c. Do you need help preparing a resume?
    - i. Yes
    - ii. No
  - d. Do you need help in identifying job openings?
    - i. Yes
    - ii. No
  - e. Do you need help with interviewing skills?
    - i. Yes
    - ii. No
  - f. Have you used on-line search engines?
    - i. No
    - ii. Yes
 

1. BioSpace	Rating
2. Careerbuilder	Rating
3. Craigslist	Rating

- |                         |        |
|-------------------------|--------|
| 4. Dice                 | Rating |
| 5. FlipDog              | Rating |
| 6. Michigan Talent Bank | Rating |
| 7. Monster.com          | Rating |
| 8. Other_____           |        |

- g. Would you be interested in attending a Job Fair to talk with prospective employers?
- i. Yes
  - ii. Only if I knew what employers were going to be there
  - iii. No
- h. Have you been to the Michigan Works Service Center?
- i. Yes                      Rating
  - ii. No -- Why?
    - 1. Don't know what it is
    - 2. Didn't seem to be what I needed?
    - 3. I don't know

What other resources or assistance are you looking for in your job search?  
(Open ended)

### Starting a Business

Many people have a dream of being their own boss. If this is your dream – or you are just thinking about the options - please let us know what information and resources would be the most helpful.

8. Are you interested in information about starting a business?
- a. No (If no, skip to next section)
  - b. Yes
    - i. If yes, what type of business are you interested in starting?
      - 1. BioTech, Life Science
      - 2. Construction
      - 3. Healthcare
      - 4. Hospitality
      - 5. Manufacturing
      - 6. Service (if so- financial, day care, marketing, accounting, other
      - 7. Technology Related
      - 8. Telecommunications
      - 9. Don't Know
      - 10. Other \_\_\_\_\_
    - ii. Are you aware of or have you used any of the following resources?
 

1. Ann Arbor SPARK	Rating
2. SBTDC	Rating

- |                            |        |
|----------------------------|--------|
| 3. SCORE                   | Rating |
| 4. Career Change Boot Camp | Rating |
| 5. Other _____             |        |

iii. What types of resources and information are you looking for?

1. Creating a business plan
2. Marketing
3. Financing to start the business
4. Forming a business
5. Intellectual Property issues
6. Franchise options

c. What other resources or assistance are you looking for related to starting your own business? (open ended)

### **Education and Training Resources**

For many people, this may be the time to start a career in a totally different field. In order to do this you may need specific training or to go back to school and get a degree.

9. Are you interested in information about educational and training opportunities?

- a. No (if no go to next section)
- b. Yes

i. Are you interested in information about a specific degree or field of study?

1. General Information to explore options
2. Specific career training (non-degree)
3. Earning an Associate Degree
4. Earning a Bachelor's Degree
5. Earning a Graduate Degree

ii. Will you require financial aid to return to school?

1. Yes
2. No

a. My employer has provided resources

iii. What else do we need to know to provide information and resources about education and training options? (open ended)

## Communications

Getting information to you in the best way possible is important. Let us know what works best. Do you have suggestions on how we can more effectively communicate with you and others?

10. What are the best ways to get information to you? (more than one response)

- a. Ann Arbor News
- b. Ann Arbor Business Review
- c. Chamber of Commerce Newsletters
- d. Crain's Business Detroit
- e. Great Lakes IT Report
- f. IT Zone Newsletters
- g. Michigan Technology Newsletter Radio
  - i. WAAM
  - ii. WEMU
  - iii. WUOM
  - iv. WJR
  - v. Other \_\_\_\_\_
- h. Other \_\_\_\_\_

## About You

This information will help us develop the right information and resources to help you.

11. Are you a male or female?

- a. Male
- b. Female

12. Age Range

- a. 18-21
- b. 22-29
- c. 30-39
- d. 40-49
- e. 50-59
- f. Over 59

13. Education level

- a. Less than High School diploma
- b. High School diploma
- c. Some College
- d. Associates Degree
- e. Bachelor's Degree
- f. Masters's Degree
- g. JD
- h. MD

- i. DVM
- j. PhD.
- k. Special License or Certifications: \_\_\_\_\_
- l. Other \_\_\_\_\_

14. Are you currently employed? If Yes, where? If not, where were you most recently employed.

- a. ABN AMRO/LaSalle
- b. ACH
- c. Borders
- d. Delphi
- e. Dominos
- f. EMU
- g. Ford
- h. GM
- i. Northwest Airlines
- j. Pfizer
- k. St. Joe's
- l. UM
- m. Visteon
- n. Other \_\_\_\_\_

15. What is your home zip code? (this will help us identify the best places to hold events and make resources available)

16. What is your current income level?

- a. Less than \$20,000 year
- b. Between \$20,000- \$30,000 year
- c. Between \$30,000- \$50,000 year
- d. Between \$50,000- \$75,000 year
- e. Between \$75,000- \$100,000 year
- f. Over \$100,000

If there is anything else that you want us to know, please don't be shy!

(open ended)

Thank you for taking the time to complete this survey. We want to make sure that we learn as much as possible from your responses. Once the results are compiled we will be pulling together the results and our action items and make them available through the partner websites as well as through the media.

Ann Arbor Region Resource Links



Ann Arbor Area Chamber of Commerce	<a href="http://www.michbio.org/">http://www.michbio.org/</a>
Ann Arbor SPARK	annarborspark.org
Eastern Michigan University	emich.edu
MichBio	<a href="http://www.michbio.org/">http://www.michbio.org/</a>
University of Michigan	umich.edu
Washtenaw Community College	<a href="http://www.wccnet.edu/">http://www.wccnet.edu/</a>
Washtenaw County Michigan Works!-etcs	etcs.ewashtenaw.org
Ypsilanti Area Chamber of Commerce	<a href="http://www.ypsichamber.org/">http://www.ypsichamber.org/</a>